

NEWS RELEASE

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Utah Tourism Board Approves \$1.86 Million in Co-op Marketing Projects
Second Year of Funding to Promote Utah to Out-of-state Visitors

Brigham City – Members of the Utah Board of Tourism Development have approved more than \$1.86 million in funding from Utah’s Cooperative Marketing program. The board approved 49 of the 56 applications submitted to the Utah Office of Tourism by non-profit tourism entities around the state. In all, applicants requested more than \$2.7 million in state funding. The board set aside nearly \$522,000 of the \$2.3 million available this fiscal year for special opportunities.

“We are pleased that the board was able to fund advertising projects designed to increase visitation to Utah in 23 of the state’s 29 counties,” said Leigh von der Esch, managing director of the Utah Office of Tourism, Governor’s Office of Economic Development. “This is the second year we have been able to leverage the state’s advertising program with local matching dollars.” Last year, 48 applications were funded totaling more than \$1.89 million.

“We felt as a committee to fund applications that will give us a return on the money,” said Hans Fuegi, chairman of the board’s Cooperative Marketing Committee.

Approved Applications	
1. American Dream Foundation/Union Station Foundation	\$30,000
2. Box Elder County Tourism Office	\$6,075
3. Castle Country	\$2,502
4. Davis Area Convention and Visitors Bureau	\$33,775
5. Heber Valley Railroad Authority	\$15,000
6. Historic District Improvement Company	\$20,900
7. Huntsman World Senior Games	\$75,000
8. Moab Arts Council	\$6,600
9. Moab Music Festival	\$6,900
10. Ogden Weber Convention and Visitors Bureau/Weber Co.	\$220,235
11. Panguitch Main Street, Inc.	\$5,000
12. Park City Convention and Visitors Bureau	\$250,000
13. Park City Jazz Festival	\$25,000
14. Park City Jazz Festival (IAJE)	\$25,000
15. Park City Performing Arts Foundation	\$91,010
16. Pioneer Theater Company	\$35,000
17. Salt Lake Convention and Visitors Bureau	\$75,000
18. Salt Lake Convention and Visitors Bureau/Clark Planetarium, Utah Museum of Fine Arts, Thanksgiving Point Institute, Red Butte Garden	\$75,000
19. Utah Festival Opera Company	\$39,125
20. Utah Shakespearean Festival	\$99,325

21. Utah Ski & Snowboard Association / Ski Utah	\$132,000
22. Wasatch Western Heritage, Inc.	\$12,000
23. Wayne County Travel Council	\$11,360.26
24. West Valley City	\$29,500
25. Cache Valley Visitors Bureau/Box Elder County Tourism, Rich County Tourism	\$26,452.50
26. Castle Country/Moab Area Travel, Dinosaurland, Moab, Canyon Country	\$16,899
27. Dinosaurland Travel Board	\$7,652.50
28. Four Corners Heritage Council	\$8,125
29. Friends of the Moab Folk Festival	\$15,000
30. Juab Travel Council	\$3,750
31. Olde World Historical Council/Dickens' Christmas Festival	\$10,000
32. Sevier County Travel Council	\$10,000
33. Utah Valley Convention and Visitors Bureau	\$65,825
34. American West Heritage Center	\$20,000
35. America's Freedom Festival/Utah Valley Convention and Visitors Bureau	\$25,550
36. Canyonlands USA	\$18,000
37. Ogden Union Station Foundation/American Dream Foundation	\$7,550
38. Red Rock Golf Trail	\$40,000
39. Underdog Foundation - Park City Culinary, Wine & Ski Classic	\$6,146
40. Alta Resort Association/Salt Lake Convention and Visitors Bureau	\$28,000
41. Carbon County Fairgrounds and Exhibition/Events Center	\$6,551
42. Castle Country/Visitor's Guide	\$16,500
43. City of St. George - Community Arts and Exhibits Division	\$15,000
44. City of St. George - Community Arts and Exhibits Division	\$7,500
45. Heber Valley Chamber of Commerce - Golf Wasatch	\$25,000
46. Heber Valley Chamber of Commerce – Snowmobiling	\$20,000
47. Kimball Art Center	\$67,511
48. Ogden Union Station Foundation/Golden Spike Heritage Foundation	\$36,000
49. SunParks, Inc.	\$37,500
Total	\$1,861,819.26

Those eligible for the co-op program include cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have been established as a non-profit for a minimum of one year. The Utah Office of Tourism will match up to 50% of the cost of a marketing project. All projects must utilize the Utah "Life Elevated" brand and have a call to action.

For additional information on the state's Cooperative Marketing program, contact the Utah Office of Tourism, 300 N. State St., Salt Lake City, Utah, 84114, (801) 538-1900 or visit <http://travel.utah.gov/co-opmktg.htm>.